

**INTERNAL COMMUNICATIONS
AND ENGAGEMENT AWARDS**

WINNERS BOOK 2023



On the hunt for better ways to engage your people?

We're excited to be nominated for four awards for our work with Bird & Bird on their Hybrid Treasure Hunt.

This month-long internal comms campaign engaged thousands of people across 31 offices and 28 countries.

So, if you're on the look-out for better, more creative ways to reach your people – whether locally, nationally or internationally – talk to us.

Meanwhile, scan the QR code to find out more about the Hybrid Treasure Hunt.

We are a brand and engagement agency which truly prizes insight-driven creativity, so you can be sure that it not only looks fantastic, but delivers results!

oisix
one



WELCOME



This is the fifth year *Communicate* magazine has held its annual celebration of internal communications and employee engagement and if you're reading these opening words to the 2023 winners book then I am delighted to tell you that you have a real treat ahead of you.

The calibre of the work entered into the awards continues to vex, challenge and astound the judging panel. I hope you enjoy reading about these outstanding projects as much as the judges enjoyed discussing them.

ANDREW THOMAS

Publisher

Communicate magazine

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JUDGES



JOANNA BLEASDALE
Director of engagement
and inclusion
Entain

Joanna is a passionate communicator with a mission for bringing purpose, products and possibilities to life. Coming from a PR background, she now specialises in employee communications, engagement and inclusion. With over 22 years of consumer brand and corporate communications experience across a wide range of sectors in both agency side and in-house, Joanna has a proven track record for supporting leaders in bringing their people with them through times of change and transformation.



KIRSTY BOWEN
Head of colleague experience
Coventry Building Society

Kirsty has 15 years experience leading internal communications functions and teams. She has been at Coventry Building Society since 2013. Working for a purpose-led organisation with high employee engagement may suggest that there is not much to do from a colleague experience perspective, but this isn't true; continuing to improve, add strategic value and develop with a small budget and within a regulated financial services environment presents interesting challenges. Kirsty is a fellow and board director of the Institute of Internal Communication.



RICHARD ETIENNE
Director of internal communications
Elsevier

Former official videographer to British prime minister Theresa May, Richard holds senior communications positions within the private and third sectors and has aided the online promotion of global brands in academia, art and politics for over 18 years. Currently director of internal communications at Elsevier, a medical data and analytics publisher, Richard also holds trustee positions at Hackney Empire and SarcoidosisUK.



LYNDSAY GRAY
Senior internal
communications manager
Santander UK

Lyndsay is an internal communications professional with over 20 years of experience. She has worked in internal communications roles across a variety of companies including in Barclays, T-Mobile, EE, Direct Line Group, EasyJet and Bupa. Lyndsay is currently senior internal communications manager at Santander UK, leading a team supporting corporate and leadership communications across the business. She works closely with the people team on employee engagement and bringing the employer brand proposition to life.



SHALINI GUPTA
Senior internal
communications manager
Arup

Shalini is an accomplished internal communications professional with over 15 years of international experience and an understanding of working cross-culturally within large organisations in the finance, insurance, telecoms and professional services industry. She has experience across a wide spectrum of internal communications, ranging from shaping and delivering employee and C-suite leadership communication strategies. In her current role, Shalini works closely with Arup's C-suite leadership and key project teams to advise, influence and provide strategic direction and execution for communications initiatives across UK, India, Middle East and Africa region.



STEVE HAYES
Director of corporate affairs
and communications
GreenSquareAccord

Steve is director of corporate affairs and communications at GreenSquareAccord. He has a decade of experience leading communications for not-for-profit organisations. In his previous role at Citizen, Steve led an award-winning transformation of the communications function, the organisations rebrand from WM Housing and its establishment as a trusted voice in the sector.



NEIL JENKINS
Director of
enterprise communications
Iron Mountain

Neil has worked in communications for more than 25 years, including senior roles at Siemens, Vodafone, Coca-Cola and BT. Today, Neil is director of enterprise communications at Iron Mountain, a global information management company that employs 25,000 people worldwide. He is a passionate believer that an organisation's best advocates are its people and about using the power of communication to bring out their best, connect them to their organisation's purpose and build reputation and trust from the inside out.



ANNE KERR
Global head of
internal communications
Travelport

As global head of internal communications for Travelport, Anne leads employee communications across the travel technology company's global footprint. She joined Travelport from British Airways, where she'd made the jump from media relations to colleague communications and prior to that worked for Centrica and France Telecom.



CAROLINE LAGDEN
Head of internal communications
Lloyds Banking Group

Caroline is the head of internal communications at Lloyds Banking Group. The group has circa 65,000 colleagues and serves more than 30 million customers across the UK. Caroline and her team develop and deliver strategic pan-group and pan-divisional content. Caroline has been with Lloyds Banking Group for nine years, during which time she has led the group's internal communications content team - as well as several senior business partnering roles - covering a variety of business areas.



JEREMY LAIGHT
Marketing and
communications director
LendInvest

Jeremy has over 20 years of experience building marketing and communication capability with leading brands. He is currently the marketing and communications director at LendInvest, a leading London-based Fintech. In 2021 his team picked up the Grand prix at the Internal Communications and Engagement Awards, as well as the 'Best use of data' and 'Best evaluation process.'



NICOLA LALLY
Communications and corporate
affairs partner
BDO LLP

Nicola is a partner at accountancy firm, BDO and was 'Internal Communicator of the Year' in 2021. As communications and corporate affairs partner, she oversees the firm's internal and external communications programme. Nicola is lead communications adviser to the firm's board, sits on BDO's culture board and crisis committee and is co-chair of the ESG board. This senior access means she is no longer simply telling the stories but influencing the actions behind them too.



DAVID MANNING
Senior internal
communications manager
Currys plc

David is a multi-award-winning internal communicator with 17 years of experience leading employee engagement in large complex private and public sector organisations. His creative and inclusive approach and strong commercial understanding, have helped to transform internal comms and employee advocacy in organisations including Currys, BBC, Travis Perkins and Associated British Foods. Instinctively curious, David has a proven track record in executive level communications and coaching senior leaders through business transformation and in leading ESG engagement and event management.

Connect, create and inspire

Emperor is an employee-owned strategic and creative communications consultancy.

We help organisations connect with their stakeholders through the power of clear, confident and consistent communications.

We're specialists in brand, campaign, digital, employee engagement, moving image, reporting, sustainability and presentations.

Let's talk about your ambitions

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JUDGES



EDUVIE MARTIN
Group internal
communications manager
British American Tobacco

Eduvie, group internal communications manager at British American Tobacco, has 15 years international experience in internal communications across multiple sectors. She started her communications career in banking, leading a team of communications consultants, launching an internal news channel, creating a brand champion network, hosting a magazine show, launching intranets and onboarding multiple tools for measuring and disseminating communications. Eduvie is passionate about measurement of comms and is a constant advocate for the measurement of outcomes of communications initiatives.



DEV MISTRY
Global internal
communications manager
DICE

Dev is a communications professional with 10 years of experience gained across technology, automotive and entertainment sectors. Based in London, Dev currently works for DICE, leading on global internal communications and engagement. Dev's experience ranges across internal communications, external communications and digital, specialising in stakeholder relations, embedding purpose and engagement.



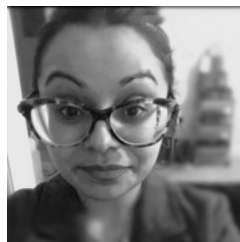
CLAIRE MORISOT-SIEBENTHAL
Co-worker communication leader
IKEA UK and Ireland

Claire has over fifteen years of experience in the corporate realm having worked across the FMCG, retail and finance industries. A marketer-turned-communicator, she is passionate about people and her curiosity of culture has brought her from France to Singapore and from Vietnam to the UK, making her a global mind with a multi-market experience.



ÁINE MURPHY
Head of internal engagement
Care Quality Commission

Áine is an internal communications leader with more than a decade of experience in the charity and public sector. She currently heads up the internal engagement function at the Care Quality Commission, leading internal engagement through an organisational transformation programme. Previously she worked at the disability equality charity Scope and Macmillan Cancer Support, where, among other things, she led on change communications, a rebrand, an office move and an award-winning intranet redesign project.



NAFISA NATHANI
Internal communications manager
Network Rail

Nafisa has a variety of experience in the railway and across the communications industry. As a trained journalist, she is adept at building and crafting communications strategies, having worked both in-house and on the agency side. Nafisa is a passionate advocate for racial parity within the rail sector and has given talks and written articles on this very issue. She is currently part of the leadership team of cultural fusion, employee network for Black, Asian and Minority Ethnic employees within Network Rail.



DALE PARMENTER
Group CEO
DRPG

Dale has been in the communications industry for over 40 years. He is CEO of DRPG which is recognised as one of the leading integrated, full service creative communication groups, with a team of over 420 across the globe. Dale works with major brands in the development of communications strategies and multi-channel comms solutions. He is past chair of EVCOM. In 2015 he was presented with the industry personality of the year and in 2016 honoured with a fellowship award for services to communications.



**We bring brands to life
by creating engagement
strategies and experiences
for your people and
customers.**

What we do



Culture change

We help businesses stand out by building authentic cultures that drive growth and profitability.



Employee engagement

We help people find passion and purpose in what they do across the employee lifecycle.



Strategy execution

We use creative firepower to help brands execute their ambitious strategies; exciting people about the future while empowering them to go further.



Leadership and talent

We help leaders make a bigger impact. We connect them with what matters most to their talent so they can rally their teams faster than ever before.

**Want to hear more? Get in touch at
hello@unitedcultureco.com.**

JUDGES



JAMES POWELL
Head of group communications
Irwin Mitchell

James is head of group communications at Irwin Mitchell and has held a variety of senior communications roles at national and international organisations and across industries. James is hugely passionate about recognising and rewarding excellence in communications and is committed to highlighting the positive impact communications teams and individuals can have on their colleagues, clients and communities.



RHIANNE SARNA
Head of internal communications
Colt Technology Services

An award-winning communicator with over 20 years' experience, Rhianne started out in PR and marketing, but quickly found her passion for internal communications. Rhianne believes any successful organisation needs to be built from the inside out and enjoys connecting employees to their company's purpose and vision. With a wealth of experience in the tech and telco industries, Rhianne is a dab hand at breaking down knotty topics into compelling communications strategies, helping employees understand the mission, why it matters, how they'll get there and the role they play in it.



PAUL SUMMERHILL
Executive communications manager
Deloitte

Having worked in communications for over 20 years, Paul has helped a range of organisations develop their internal communications and employee engagement at a local, national and global level. Helping others to communicate and engage so that we can all achieve more is what inspires Paul as a communications professional. Currently part of the executive communications team at Deloitte, Paul works with the firm's senior leadership to inform, engage and inspire circa 22,000 people across the UK.



CLAIRE WIDD
Senior global internal communications manager
Rackspace Technology

Claire is head of EMEA internal communications at Rackspace Technology and also a regional lead for the Institute of Internal Communications. Before joining Rackspace Technology, Claire worked in both the utilities and professional services sectors and has a proven track record in leading and managing complex change and engagement programmes. Claire is passionate about employee voice and creating meaningful connections between employees and leaders. In 2021, Claire along with Rackspace Technology won a gold award for 'Best in the technology, media and telecommunications sector' at the Internal Communications and Engagement Awards.

WINNERS

CAMPAIGNS AND COMMUNICATIONS

Best internal communications campaign - under 10,000 employees

Gold – Bank Gospodarstwa Krajowego

Gold – Thales UK and LEAP Create

Silver – Smart

Silver – UK Civil Aviation Authority

Bronze – Camelot

Highly commended – Aggregate Industries

Best internal communications campaign - over 10,000 employees

Gold – British Airways

Gold – JTI and Ignis

Silver – Balfour Beatty

Silver – Sky

Bronze – Pepco and MJCC

Bronze – Santander and United Culture

Highly commended – Aldi and McCann Synergy

Highly commended – Arçelik Global

Best communication of change or business transformation

Gold – British Transport Police and H&H

Silver – Rygor Commercials

Silver – wilko and Enthuse Communications

Bronze – Lloyds Banking Group

Bronze – Travelport

Highly commended – Chubb Fire & Security and MGA

Highly commended – Tate & Lyle and Content Creatures

Best internal communications campaign across multiple markets

Gold – Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Silver – Arçelik Global

Bronze – Bupa and WMP Creative

Bronze – Pepco and MJCC

Highly commended – Bird & Bird and 106 Communications

Highly commended – Chubb Fire & Security and MGA

Best alignment of internal communications with external messaging

Gold – Camelot

Silver – Irwin Mitchell

Bronze – Yapi Kredi

Highly commended – Dentsply Sirona

PROCESS

Best use of data

Gold – Camelot

Silver – MS Amlin Business Services and DRPG

Best use of content

Gold – British Airways

Gold – Irwin Mitchell

Silver – Bird & Bird and 106 Communications

Bronze – Bupa and WMP Creative

Bronze – Gall & Gall and La Plume Media

Highly commended – Arçelik Global

Highly commended – Bridgestone EMIA and Sequel Group

Best use of storytelling

Gold – Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Silver – Camelot

Bronze – Sopra Steria and Chatter Communications

Bronze – Unilever

Highly commended – Lloyds Banking Group

Best engagement of brand ambassadors

Gold – Pepco and MJCC

Bronze – Philip Morris International

Best evaluation process of internal communications

Gold – Balfour Beatty

Silver – Philip Morris International

Bronze – MS Amlin Business Services and DRPG

Best ongoing commitment to internal communications

Gold – Product Madness

Silver – Balfour Beatty

Silver – Thales UK and LEAP Create

Bronze – Rygor Commercials

Highly commended – blue goose

OUTPUTS AND DELIVERABLES

Best use of mobile or apps

Gold – Aldi and McCann Synergy

Silver – JTI and Ignis

Bronze – British Airways

Best intranet

Gold – Met Office

Silver – Keyloop

Bronze – BD and Unily

Bronze – Government Social Research Service and Connect Internet Solutions Ltd

Highly commended – Lloyds Banking Group

Best use of video and animation

Gold – Arriva Group and WPA Pinfold

Gold – British Transport Police and H&H

Silver – Sopra Steria and Chatter Communications

Silver – Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Bronze – Bupa and WMP Creative

Highly commended – Bank Gospodarstwa Krajowego

Highly commended – Tate & Lyle and Content Creatures

Best event

Gold – Colt Technology Services

Silver – Northumbrian Water Group

Silver – Unilever

Bronze – Arçelik Global

Bronze – ASML and La Plume Media

Highly commended – Gall & Gall and La Plume Media

Highly commended – Mubadala and Emperor

Best internal publication: Print

Silver – The Glenmorangie Company

Bronze – Aggregate Industries

Best internal publication: Digital

Gold – National Highways and AB

Bronze – Bird & Bird and 106 Communications

Highly commended – The Glenmorangie Company

Best innovation

Gold – JTI and Ignis

Silver – Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Bronze – Southern Water and Cowry Consulting

Bronze – Unilever

Highly commended – Arçelik Global

Highly commended – Renewi and Wardour

BEST INTERNAL COMMUNICATIONS BY SECTOR

Best internal communications from the energy and utilities sector

Gold – Southern Water and Cowry Consulting

Bronze – Northumbrian Water Group

Best internal communications from the financial services sector

Silver – Bank Gospodarstwa Krajowego

Bronze – British Arab Commercial Bank with FINN Partners and Reach

Best internal communications from the industrial and basic materials sector

Gold – Renewi and Wardour

Silver – Aggregate Industries

Best internal communications from the professional services sector

Gold – Bird & Bird and 106 Communications

Bronze – Gowling WLG

Best internal communications from the property, construction and facilities management sector

Silver – phs Group

Best internal communications from the public sector

Silver – Social Security Scotland

Best internal communications from the retail sector

Gold – Pepco and MJCC

Silver – Gall & Gall and La Plume Media

Best internal communications from the technology, media and telecommunications sector

Gold – Product Madness

Silver – ScreenCloud

SPECIAL RECOGNITION AWARDS

Internal communications team of the year

Winner – Camelot

Runner up – Convatec

Runner up – Keyloop

Internal communicator of the year

Winner – Nicki Dyson, Smart

Highly commended – Joanna Parsons, formerly Teamwork

Highly commended – Kate Ruberry-Shoemack, Rygor Commercials

Business leader of the year

Winner – Richard Warneford, Northumbrian Water Group

Grand prix

Winner – British Transport Police and H&H

BEST INTERNAL COMMUNICATIONS CAMPAIGN - UNDER 10,000 EMPLOYEES

Bank Gospodarstwa Krajowego Gold

BGK TV was launched by Bank Gospodarstwa Krajowego (BGK), a Polish development bank, in order to familiarise employees with its new strategy, set to be introduced in 2025. All BGK employees were the target group for the project and, given BGK has almost 2,000 employees, this made for a large and diverse, global group.

BGK TV featured a series of short 20-minute episodes, with each one being devoted to one 'strategy pillar' and including surveys, expert analysis, company news and features from across regions. BGK held professional casting among employees in order to discover real, internal media talents. Following its launch, internal audits at BGK show that 97% of respondents were able to correctly identify the pillars of the bank's new strategy. Judges commended the initiative's "fantastic engagement."



Thales UK and LEAP Create Gold

Thales UK wanted to introduce an initiative which would act as a mirror to the organisation, reflecting its beliefs and actions. By revolutionising Thales' policies, the organisation worked on prioritising empathy, compassion and inclusivity when conveying information.

A review of Thales' policies found that they were inconsistent, confusing and impersonal. This initiative saw the policy documents be stripped of jargon and given a new tone of voice, delivering information clearly and accessibly. How the policies were presented was also transformed to be more visually arresting. As a result of the 'policy revolution', employee engagement has vastly improved and Thales employees report feeling more confident and empowered at work. One judge commented: "Policies are not always seen as the most exciting part of a business but Thales' work to overhaul theirs was outstanding."



BEST INTERNAL COMMUNICATIONS CAMPAIGN - UNDER 10,000 EMPLOYEES



Smart Silver

The 'You Said. We Did.' campaign was launched by Smart with the objective of proving to employees that the company takes survey feedback seriously. Smart's internal communications team introduced initiatives such as a 'becoming leaders' programme and the launch of the first annual Smart Awards.



UK Civil Aviation Authority Silver

To honour the UK Civil Aviation Authority's (CCA) 50th anniversary, its internal communications team developed an inspiring and engaging campaign to bring colleagues together, to celebrate CCA's achievements and to build excitement for the future of the organisation. The campaign featured a range of activities and resources which utilised multiple internal channels.



Camelot Bronze

Driven by the goal of "reinvigorating" its values and putting them at the forefront of employee's minds, Camelot decided to recruit 20 internal 'Values Ambassadors.' These employees took part in a film, during which they were encouraged to speak openly and authentically about how the brand's values resonate with them. The video was shared across internal and external channels.

Aggregate Industries Highly commended

Aggregate Industries developed a cohesive digital platform to engage a dispersed, often remote, frontline workforce.

IGNIS



ARE YOU SITTING

ARE YOU SITTING

UNCOMFORTABLY?

THEN THAT'S

WHERE WE BEGIN

WHERE WE BEGIN



PEOPLE/CULTURE/ATTITUDES



ICE AWARDS



UNJOIN THE DOTS ON YOUR INTERNAL COMMUNICATION CHALLENGES

IGNIS. UPSTART THINKING.



IGNIS.CO.UK

BEST INTERNAL COMMUNICATIONS CAMPAIGN - OVER 10,000 EMPLOYEES



British Airways

Gold

At British Airways, colleague engagement had long been at an all-time low. In 2022, the company looked to designing a new uniform to bring a fresh and invigorating feel to the brand, partnering with Savile Row tailoring expert Oswald Boateng. With over 30,000 uniform wearers, this was an excellent way to unite and engage employees.

The campaign included face-to-face design workshops and immersive experiences, such as showcasing the new uniform. Additionally, the brand experimented with new channels, creating two web apps for the project. British Airways believes the campaign contributed to a 10% increase in its colleague engagement score, achieving its initial goal. One judge commented: "This campaign is brilliant right from start to finish!" Another commented the entry's "impressive use of the voice of employees and clear articulation of challenges faced."



JTI and Ignis

Gold

Tobacco company JTI launched its Human Rights e-Learning Portal to raise awareness of how it is protecting employees' human rights. The platform included a wealth of training modules covering issues from gender equality to modern slavery. With JTI operating in over 72 markets and employing over 40,000 people, the portal was impressively accessible.

The portal was translated into 37 languages and made available to employees via QR codes on both digital and printed materials. The platform was available for two months, during which it boasted over 120,000 page views with nearly 10,000 unique visitors. Judges were impressed by the boldness of JTI's campaign, particularly within a "tough" industry. One judge enthused: "This is a great, memorable and provocative campaign."

MORE CHANCES TO WIN



EVENTS HOSTED BY COMMUNICATE MAGAZINE



For more information about Communicate events email michelle.manton@communicatemagazine.co.uk
communicatemagazine.com/awards/

BEST INTERNAL COMMUNICATIONS CAMPAIGN - OVER 10,000 EMPLOYEES



Balfour Beatty Silver

Balfour Beatty's campaign to promote its annual employee survey was designed to 'take the temperature' at the company. In order to improve employee participation in the survey, Balfour Beatty had to think outside the box. The creative idea of introducing 'Rufus' – a floppy-eared dog who featured across survey links, emails and even payslips – proved a resounding success.



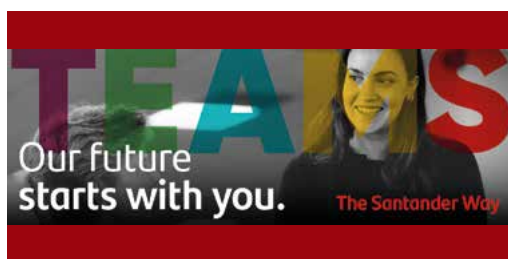
Sky Silver

Sky's 'Put People First Campaign' was an employee-focused campaign aimed at supporting staff through the cost-of-living crisis. Initiatives launched ranged from panel events to digital packs, rebrands to people-stories, making for a large and varied campaign.



Pepco and MJCC Bronze

Pepco used internal influencers – labelled as 'Pepculture Influencers' – to implement its new set of values across the company. These ambassadors became the faces of Pepco's internal messaging, being involved with conducting 225 workshops with managers, conducting video-interviews and organising value-related contests.



Santander and United Culture Bronze

Following the Covid-19 pandemic, Santander introduced a news strategy to place its focus on the customer. The five new behaviours introduced, co-created with Santander's people, made up the acronym 'TEAMS': 'think customer', 'embrace change', 'act now', 'move together' and 'speak up'. Santander's campaign placed managers at the centre and involved experiential learning events.

Aldi and McCann Synergy Highly commended

'MyAldi Christmas Advent' calendar, was accessible via the MyAldi app and inspired employee engagement and enthusiasm.

Arçelik Global Highly commended

Arçelik Global introduced a board of 'GameChangers', thereby transforming employee engagement and its internal culture.

BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION

British Transport Police and H&H Gold

British Transport Police (BTP) launched its 'A Force on the move' campaign to combat low morale, high disengagement and scepticism within the workforce. As the organisation looked to transform its strategy and purpose, the campaign was designed to get employees onboard through use of conferences, video briefings, games and other interactive tools. Storytelling was at the heart of this campaign, as the initiative found a happy medium between being creative enough to resonate, yet ambitious enough to engage.

The campaign's name, 'A Force on the move', invoked a sense of unity among BTP's workforce. As well as being forward facing, the campaign paid tribute to the organisation's achievements over the years. Animation and gamification features made for an innovative, modern and engaging campaign.



Rygor Commercial Silver

In 2022, amidst a critical transition period for the company's management buy-out, Rygor Commercial launched an internal communications campaign which would ensure its team enjoyed a sense of continuity and direction. Through use of video, communications around the move felt authentic and featured the new owners in a personal and engaging style.



wilko and Enthuse Communications Silver

wilko called on Enthuse to help manage a transition away from its old learning management system towards a learning experience platform. Amidst the launch of the new platform, wilko ensured employees remained engaged and supported. Its strategy involved a regular drumbeat of communication to keep stakeholders informed while paying close attention to stakeholder feedback.



BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



Lloyds Banking Group Bronze

Lloyds Banking Group began reshaping its organisation in 2022, which included the launch of a new strategy and a refreshed corporate purpose. With several personnel appointments and the launch of a new set of values, the organisation focused on delivering news of the changes in a way that was clear and engaging.



Travelport Bronze

Travelport invested in custom-built peer-to-peer recognition tool 'Bravo!' after 25% of the company's people claimed they didn't feel "recognised" at work. Bravo! has risen to become the most sought-after form of recognition at Travelport, with over 2,500 active users that have shared 10,000 messages and 1.7 million recognition points in the six months since being launched.

Chubb Fire & Security and MGA Highly commended

Chubb Fire and Security's 'A World of Opportunity' campaign celebrated its acquisition by API.

Tate & Lyle and Content Creatures Highly commended

Through its 'The Ripple Effect' film, Tate & Lyle communicated its transformation message to employees.

BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS

Unilever with MGA, Shiftology, Spark&Ignite and NIIT Gold

Unilever’s campaign sought to help employees to recognise the contribution to equity diversity and inclusion (DE&I) made by the company’s Code of Business Principles – an ethical statement setting out 24 policies. The campaign’s brief to ‘Be all in for Business Integrity’ was achieved through putting employees at the heart: employee ‘selfies’ were shared across platforms to emphasise the importance of individuals and the personal values of each employee were celebrated and highlighted.

Unilever’s website acted as a central hub, featuring bespoke video footage of Unilever leadership and community champions worldwide. A ‘Pledge’ page hosted an interactive map whereby employees could engage in a training programme to complete their pledge; similarly, the ‘Our Promises’ page featured employees’ selfies. The campaign saw more than 111,000 pledges made with over 34,500 people visiting the site within its first week.



Arçelik Global Silver

Arçelik Global’s campaign included the launch of a new board of designated ‘GameChangers’, who were employees tasked with improving internal engagement within the workforce. After over 10 years of global growth, the company sought to transform its internal culture and redefine its purpose being to “inspire sustainable lives in every home.” A unique 24-hour event was launched to promote this.



BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



Bupa and WMP Creative **Bronze**

The Bupa World Tour was a six-week campaign designed to unite its employees from across 30 countries, speaking eight languages. The campaign showcased the company's diverse people, cultures and businesses through travel-style and day-in-the-life videos. Activities such as quizzes, coffee roulette and recipe sharing helped bring employees closer together.



Pepco and MJCC **Bronze**

Pepco's 'Pepculture Influencers' became the face of the company's campaign to implement its new values. The ambassadors conducted 225 workshops, video-interviews and organised value-related contests. Five months after the campaign was launched, Pepco received almost 1,000 individual and group entries to internal competitions and went viral on LinkedIn.

Bird & Bird and 106 Communications **Highly commended**

Bird & Bird launched a campaign to mark its bright and fresh rebrand.

Chubb Fire & Security and MGA **Highly commended**

Chubb Fire and Security's 'A World of Opportunity' campaign celebrated its acquisition by API.

BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING

Camelot Gold

#PlaceToBeYou was a month-long campaign launched by Camelot in order to achieve its goal of creating an internal environment where everyone felt proud to celebrate their diversity and could experience a safe, inclusive space. The campaign's strategy was employee-led and encouraged Camelot staff to share their own stories through blogs on internal and external platforms.

The campaign included initiatives run by different groups, such as Camelot's 'Environmental Network', 'Women's Network' and 'Mental Health First Aiders.' Through the hashtag #PlaceToBeYou, employees were able to share personal posts, thereby further promoting Camelot's employer brand. Following the campaign, Camelot achieved a 90% annual engagement score and 88% of employees claimed they felt that they "belonged" at the company. Judges commended the "impressive campaign, great engagement and excellent results."



Irwin Mitchell Silver

Over the last 18 months, law firm Irwin Mitchell has been on a journey to crystalise what life at the firm feels like for employees. This meant enhancing its employer brand and colleague value proposition. This was done through the #LifeAtIM campaign, which included the launch of new internal channel 'Meet a Colleague'.



Yapi Kredi Bronze

Following feedback from internal surveys that showed an enthusiasm from employees to be more involved in social responsibility projects, Yapi Kredi launched 'Yapi Kredi Volunteers'. To date, Yapi Kredi has launched 135 projects, including shelter visits and webinar series, such as 'Speaking from the Heart'. An incredible 1,950 employees have taken part in the projects.



Dentsply Sirona Highly commended

Dentsply Sirona applied a bottom-up approach to rehauling its culture, involving employees at each step.

BEST USE OF DATA



Camelot Gold

Camelot was tasked with the unenviable challenge of delivering the news that the company had been unsuccessful in its bid to run for the Fourth Licence for the National Lottery and would therefore be transitioning over to a new operator. In communicating this message, Camelot wanted to build a people-first strategy that would support employees through the transition. This was achieved through surveys that were accompanied by a targeted communications plan.

A partnership with People Insight provided the technology to help analyse data from the campaign, which was key in translating feedback from the surveys into real-life suggestions for improvements to enhance employee engagement. Impressive results show that 88% of people responded to the survey, which is higher than ever before. Despite Camelot's challenges, employee engagement was at an incredible 90%.



MS Amlin Business Services and DRPG Silver

MS Amlin launched an internal audit, commissioned by DRPG, analysing diversity and inclusion at the company. Research was conducted into the D&I strategies already in place and a 111-page report detailed the necessary next steps the executive team could take to improve.

BEST USE OF CONTENT

British Airways

Gold

British Airways launched its striking new uniform campaign to raise employee engagement – which had been at an all-time low – and managed to achieved just that. The new uniform brought a fresh and invigorating feel to the brand and was created in partnership with Savile Row tailoring expert Ozwald Boateng. With over 30,000 uniform wearers, this was an excellent way to unite and engage employees.

Also included in this campaign were face-to-face design workshops and immersive experiences of events, such as the showcasing of the new uniform. Additionally, the brand experimented with new channels, creating two web apps for the project. British Airways believes the campaign contributed to a 10% increase in its colleague engagement score, achieving its initial goal. One judge enthused: “Excellent, thorough, agile and impactful.”



Irwin Mitchell

Gold

On a mission to crystallise what it means to be an Irwin Mitchell employee, the law firm launched its #LifeAtIM campaign, hoping to enhance its employee brand and colleague value proposition. The campaign used impactful, authentic and personable storytelling through a range of colleague films, photography and quotes. A key component of the campaign’s success was the launch of a dynamic new channel ‘Meet a Colleague’, which featured colleague films that followed a written Q&A format.

The ‘Meet a Colleague’ initiative was a resounding success, continuing to be used beyond the campaign period and becoming one of Irwin Mitchell’s most popular channels. Following the campaign, colleague survey results showed trust at the firm as being at 77%, while 79% described Irwin Mitchell as a “great place to work.”



BEST USE OF CONTENT



Bird & Bird and 106 Communications **Silver**

Bird & Bird's campaign with 106 Communications highlights its rebrand, as the company moved away from feeling like a "traditional law firm" towards a bright and fresh look. The campaign utilised an app and QR code technology to engage its internal audience with an innovative hybrid treasure hunt initiative.



Bupa and WMP Creative **Bronze**

Bupa launched its six-week campaign, 'The Bupa World Tour', to unite its 84,000 employees. With Bupa employees being based across 30 countries, multiple time zones and speaking eight languages, the campaign aimed to show the company's diverse people, cultures and businesses with day-in-the-life snippets and showcase videos of clinic, care homes and offices.



Gall & Gall and La Plume Media **Bronze**

The 'Gall & Gall Newscast' was a smooth, six-weekly newscast of 10-to-15 minutes, broadcast in Gall & Gall shops, allowing for operational information to be communicated from headquarters to shops in a fun and accessible way. Impressive results show that the first episode received more than 800 viewers, which increased with each episode.

Arçelik Global **Highly commended**

Arçelik Global's board of 'GameChangers' sought to promote its new company purpose and improve engagement.

Bridgestone EMIA and Sequel Group **Highly commended**

Bridgestone EMIA launched its 'Activ8' campaign as a call for employees to 'activate' change.

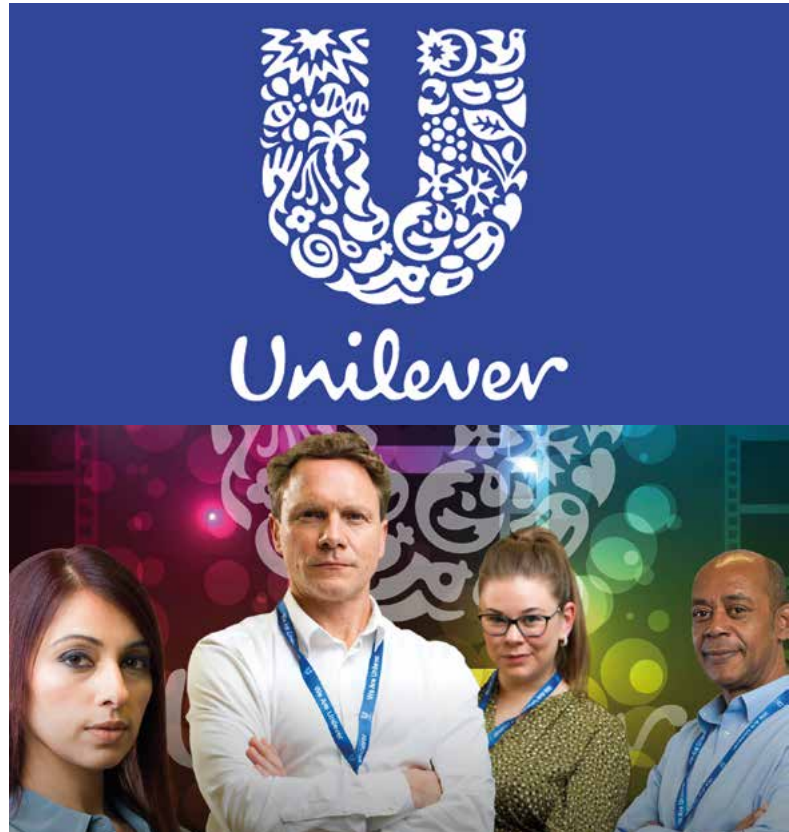
BEST USE OF STORYTELLING

Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Gold

All Unilever employees, who total at 59,000, must complete specific training, in-line with the company's Code of Business Principles. In 2022, Unilever wanted to move to a more engaging and relevant training format which would provide lessons of neuroscience and embed adult learning principles. The initiative saw the development of four filmed episodes, based on real life situations at Unilever, which interwove stories into a short series and brought learning to life.

Awareness of the training course was driven by a global campaign, reflecting cinematic design and language to create something that felt original and exciting. Following the initiative, over 58,000 employees completed the training. One judge enthused: "An extremely impressive use of storytelling to engage colleagues on what could potentially be a dry topic."



Camelot

Silver

Camelot wanted to create a 'safe space' for its employees where they felt they could be themselves. Its #PlaceToBeYou campaign was an employee-led initiative that encouraged employees to share their stories, creating a sense of community at Camelot. The stories were published to the 'Camelot Life' page of the company's internal intranet, with posts receiving almost 27,000 views.



BEST USE OF STORYTELLING



Sopra Steria and Chatter Communications **Bronze**

Tech consulting and software development company Sopra Steria launched its 'In My Shoes' campaign to show that sharing negative experiences can provide an opportunity to learn and improve. Collecting stories from real people via employee networks – and sharing them anonymously - the company hoped the initiative would help improve diversity and inclusion.



Unilever **Bronze**

'Compass Live 2022', Unilever's global internal communications virtual event, was launched to inspire and connect its 50,000 employees and actively engage them with the company's strategy and culture. The three-hour interactive chat show format featured CEO Alan Jope and featured a pigeonhole Q&A.

Lloyds Banking Group **Highly commended**

Lloyds Banking Group encouraged its employees to share their stories, demonstrating shared company values.

BEST ENGAGEMENT OF BRAND AMBASSADORS

Pepco and MJCC

Gold

After 20 years, Pepco wanted to implement new values throughout the organisation which better reflected its workforce. To engage Pepco employees and instil a sense of the company's values, a team of influencers were selected from within the company, set to promote peer-to-peer engagement. The 'Pepcoolture Influencers', of which there were 45 from across Europe, became the faces and drive of Pepco's internal messaging strategy.

The ambassadors were involved in conducting 225 workshops with managers, conducting video-interviews and organising value-related contests. As a result of five months of this campaign, Pepco received almost 1,000 individual and group entries to internal competitions and went viral on LinkedIn. One judge described the entry as "fun, engaging and a great cascade." Another commented that the campaign "felt authentic and real."



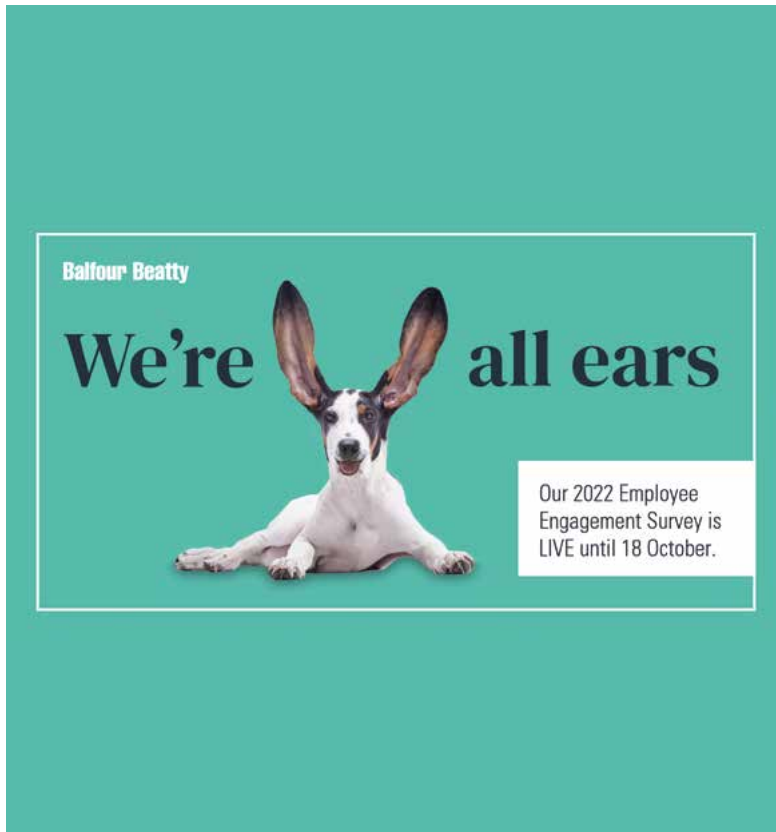
Philip Morris International

Bronze

Philip Morris International's (PMI) Information Technology Communication Community was launched to help ensure its communications efforts remain stakeholder driven. Through monthly meetups, the group focuses on promoting information technology's image across the company. The initiative helped expand PMI's digital capabilities, enabling it to better communicate its broader transformation towards being a company committed to a smoke-free future.



BEST EVALUATION PROCESS OF INTERNAL COMMUNICATIONS



Balfour Beatty Gold

Balfour Beatty's campaign sought to promote the launch of its annual engagement survey and to achieve excellent completion rates. The creative and engaging campaign featured 'Rufus', an adorable, floppy-eared dog who was included across media platforms to promote the survey. Rufus even featured in a bespoke animation, which was created in-house, tasked with reminding people of the positive impact of survey outcomes from previous years.

The impressive campaign was backed by research showing the positive impact dogs have on people, such as reducing stress, anxiety and depression, while also helping to get people active and outdoors. As a result of this campaign, the survey achieved its highest ever response rate, being completed by 78% of UK employees – 5% higher than the previous year. Judges described the campaign as “fantastic” and “imaginative.”



Philip Morris International Silver

Launched to ensure its communications efforts remain stakeholder driven, Philip Morris International's Information Technology Communication Community organised monthly meetups to promote its image and brand across the company. The initiative developed PMI's digital capabilities, enabling it to communicate its rebrand as a company committed to building a smoke-free future.



MS Amlin Business Services and DRPG Bronze

MS Amlin wanted to establish the steps necessary to create an internal company environment that supported and encouraged conversations around diversity and inclusion. Research was conducted into the D&I strategies already in place and a 111-page report detailed the necessary next steps the executive team could take to improve.

BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS

Product Madness

Gold

Following a rebrand in October 2022, Mobile gaming company Product Madness worked to update its internal communications channels to improve employee engagement globally. Its two chosen channels to achieve this were corporate emails and weekly town hall meetings. The campaign involved replacing the corporate tone of internal emails with a bright and playful one.

Virtual town hall meetings allowed the company to check-in with employees and cultivate an engaging, unifying meeting experience for the entire company. As a result of this campaign, Product Madness' readership rate across content increased by 19%, social media reposts increased by 27.7% and global participation increased by 36%. Judges loved the "creative, fun and engaging" campaign, commending the impressive results. One judge commented: "Sometimes simplicity wins; this entry shows the power of stripping something back and becoming brilliant at basics."



Balfour Beatty

Silver

In 2022, Balfour Beatty set out to launch a fresh, new look and feel to its communications strategy. After reviewing evidence showing the positive impact the presence of dogs can have on health and wellbeing – such as reducing stress and anxiety – the company introduced 'Rufus', a floppy-eared dog which featured across emails, the intranet homepage and even payslips.



Thales UK and LEAP Create

Silver

In order to improve employee engagement, Thales 'revolutionised' its policies and tone of voice. The campaign meant communication at Thales moved from being jargon-heavy and confusing, to feeling compassionate, empathetic and inclusive. Policy documents were reviewed and transformed to be more visually engaging and accessible. As a result of the initiative, Thales employees claimed to feel more confident and empowered.



BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



Rygor Commercial

Bronze

Rygor Commercial launched an internal communications campaign during the crucial transition period of the company's management buyout in 2022. The new strategy hoped to ensure its team enjoyed a sense of continuity and direction. Through use of video, communications around the move felt authentic and featured the new owners in a personal and engaging style.

blue goose

Highly commended

blue goose partnered with a diverse range of organisations to conduct research and improve employee engagement.

The background of the top half of the page is a light blue gradient. It is populated with numerous stylized bird icons. Each bird is a dark blue silhouette with a white beak and a white eye. Some birds have three short white lines above their heads, suggesting they are chirping. The birds are scattered across the page, with some appearing larger than others. In the center, the text 'CUTTING THROUGH THE NOISE' is written in a large, white, bold, sans-serif font, slanted upwards from left to right. The text is partially overlaid by a single white bird icon that is larger than the others and positioned behind the words 'THROUGH' and 'THE'.

Effective internal communications are increasingly being recognised as a key factor in an organisation's success – and an engaged workforce performs better and is more likely to remain loyal.

At MGA, we believe creativity engages people and are passionate about enabling our clients to tell their story. As an award-winning, independent creative agency with a 30-year pedigree, we have vast experience of doing this for organisations of all sizes, in a range of sectors, delivering impactful ideas that are more meaningful, emotive and inspiring.

So whether you're trying to communicate around new compliance requirements, wanting to recognise staff performance or shine a light on colleague wellbeing, we can help get your message heard.

To find out more, visit www.mga-ideas.com
or email contact@mga-ideas.com

BEST USE OF MOBILE OR APPS



Aldi and McCann Synergy Gold

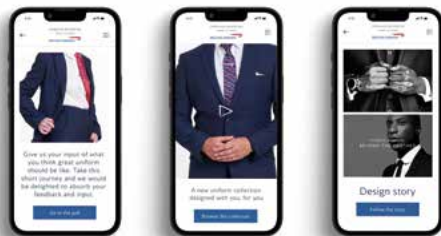
The MyAldi Christmas Advent Calendar, accessible via the internal MyAldi app, has proven to be a hugely effective method of spreading awareness and sparking engagement across the company. With interactive gaming features, it proves easy, quick and fun to use. Tangible awards incentivised employees to take part every day, slotting easily into work breaktimes.

Throughout the season, staff members could play a different game each day and see the winners page in almost-real time. The calendar integrated seamlessly with the Aldi external Christmas ad campaign. The effectiveness of the initiative was gauged by how many colleagues engaged with the games; that 100 people continued playing even on Christmas day – when there were no prizes – speaks for itself. In total, 6,500 colleagues entered the app and almost 400 prizes were given.



JTI and Ignis Silver

JTI's Human Rights e-Learning Portal was a mobile-first web-app providing a gamified approach to learning. Raising awareness among employees of the work JTI is doing to protect human rights, the platform was made accessible through QR codes on both digital and printed materials. With a workforce of over 40,000 employees worldwide, the platform was translated in 37 languages.



British Airways Bronze

British Airways' new uniform launch included two web apps: one for the research and design phase and another to reveal and promote the new uniform collection. The first ensured employees felt they had a voice throughout the project, allowing them to learn about the design process. The second was in the style of a premium online retailer.

BEST INTRANET

Met Office

Gold

MetNet is the Met Office's intranet, keeping colleagues across the organisation abreast of news, updates and key information on a daily basis. When it became clear that – amid an increase in homeworking – the intranet was insufficient and hard to navigate, the organisation set out to transform its intranet into something more seamless, accessible and collaborative. The new MetNet was designed to provide a better experience for all, including employees with visual or hearing impairments. Through interviews and focus groups, the Met Office was able to design a platform more tailored to its workforce.

Following the new MetNet's launch, feedback showed that 57% of employees claimed to feel satisfied with their experience of the platform, up from 49% previously. Colleagues also rated their awareness of organisational values as being higher.



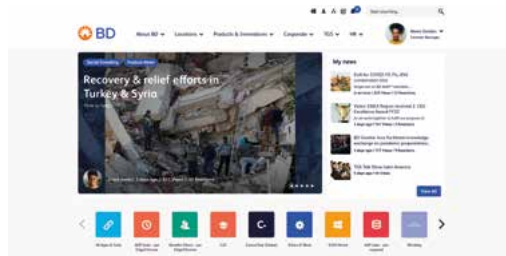
Keyloop

Silver

Keyloop was on a journey to forge a culture that felt less formal and more autonomous. This involved choosing new intranet platform Workvivo, which felt engaging and accessible. The platform enabled Keyloop to schedule posts at optimal times and after one year of being in use, helped to embed company values through posts which received high engagement and views.



BEST INTRANET



BD and Unily

Bronze

After finding its intranet to be outdated, siloed and unfit for purpose, medical technology company Becton Dickinson (BD) revamped and relaunched its intranet to be a slick and easy platform which positioned employees at its centre. The new intranet features a 'news' section and an innovative kudos feature that helps contribute to employee morale.



Government Social Research Service and Connect Internet Solutions Ltd

Bronze

The Government Social Research Service (GSR) commissioned Connect to develop a new intranet which has now become the main platform through which GSR communicates with its workforce, where it can easily make members aware of personal development opportunities, professional and police guidance.

Lloyds Banking Group

Highly commended

Lloyds Banking Group's intranet unifies its workforce with consistent, accessible internal news and information.

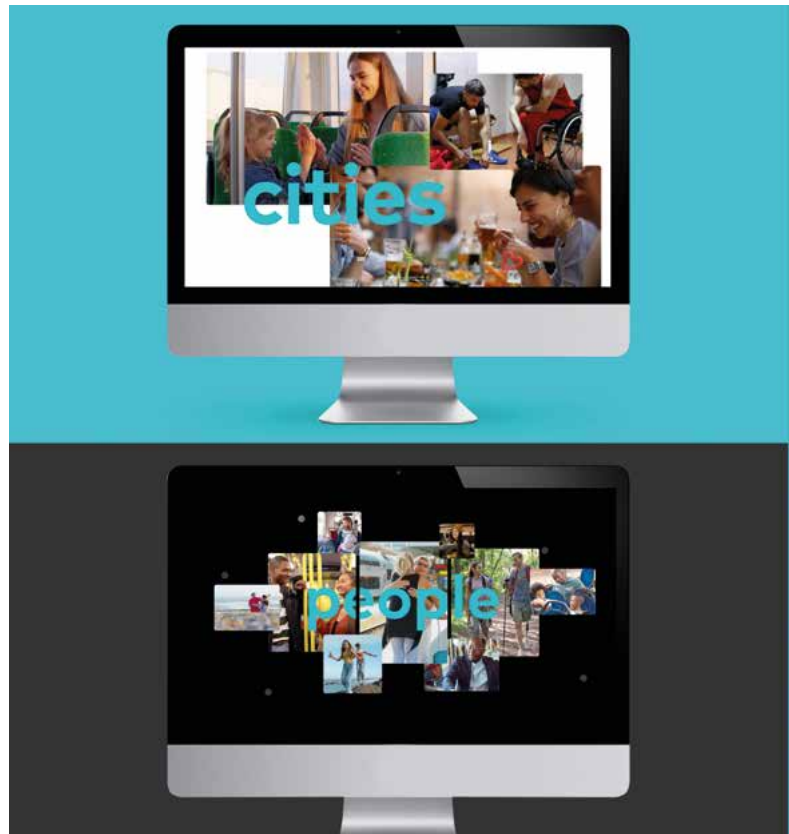
BEST USE OF VIDEO AND ANIMATION

Arriva Group and WPA Pinfold

Gold

After years of growth across Europe, Arriva Group wanted to build a stronger brand image which felt more relevant and modern. This meant conveying a clearer strategy and culture that resonated with its people. Through surveys involving employees across the company, Arriva gained insight to the issues that mattered to them and crafted a new vision, 'To help shape a future where passenger transport is the best choice.'

To implement its new direction, WPA Pinfold used video to tell the story of Arriva's journey and purpose. Rather than feeling like a top-down initiative, the 'moving forward together' film was emotional and engaging, instilling a sense of pride and featuring a voice over that felt recognisable and warm. Judges were impressed by the entry's creativity and clear objective.



British Transport Police and H&H

Gold

The 'A Force on the move' campaign was launched by British Transport Police (BTP) to combat declining morale, high disengagement and scepticism within the force. Amid some recent positive changes made to combat this low mood – such as appointing new chief constable, Lucy D'Orsi - BTP looked to animation as a creative tool to excite employees about its new direction and vision. The campaign was a 'conversation cascade' with storytelling at its heart: through animation, the campaign felt bright, engaging and modern.

Hoping to speak to people on an emotional level, BTP ensured its campaign consisted of emotive language and music, with constant movement through each frame creating a feeling of progress. This was then followed by interactive group conversation sessions. One judge commented: "Strong entry, strong objective and clear planning."



BEST USE OF VIDEO AND ANIMATION



Sopra Steria and Chatter Communications **Silver**

'In My Shoes' was an initiative launched by Sopra Steria to provide a platform to employees who wanted to share negative experiences with the hope of raising awareness of issues around diversity and inclusion. The stories were told through short animations, voiced over by actors to provide anonymity. This lent the hard-hitting and powerful campaign a warm and illustrative style.



Unilever with MGA, Shiftology, Spark&Ignite and NIIT **Silver**

Unilever's 'Integrity Matters' campaign saw a transformation of the training format, which all employees must complete, to be more inclusive and engaging. They developed four filmed episodes, based on real life situations at Unilever, which interwove stories into a short series and brought learning to life.



Bupa and WMP Creative **Bronze**

Bupa sought to bring together its employees, who are situated across 30 countries, to make them feel a part of something bigger. 'The Bupa World Tour' was designed to unite its diverse workforce. The campaign encouraged participation using animations, user-generated content and a 40-minute live show recorded in front of a live audience.

Bank Gospodarstwa Krajowego **Highly commended**

BGK TV was launched by Bank Gospodarstwa Krajowego to familiarise employees with its new strategy.

Tate & Lyle and Content Creatures **Highly commended**

'The Ripple Effect' film was produced by Tate & Lyle to communicate its business transformation.

BEST EVENT

Colt Technology Services

Gold

Around the company's 30th birthday last year, Colt wanted to celebrate with its global community while sharing its ambitions for the future. The 'BIG Connect' was a hybrid event that encouraged all employees to come together both in-person and virtually. The campaign began six weeks in advance to kindle excitement and curiosity, during which time a dedicated website, intranet stories and nurture emails were launched.

A 'following the sun' approach meant employees enjoyed the same experience regardless of where in the world they were located. The interactive campaign familiarised employees with the Workplace platform. Incredible results showed that 74% attended Colt offices for the live broadcast event, 73% came away from the event with a clear understanding of Colt's new purpose and 80% rated the event 'good' or above.



Northumbrian Water Group

Silver

Northumbrian Water Group's colleague roadshows are an opportunity to help colleagues feel engaged and connected. With 40 events hosted by company directors each year, they put the employee experience at the heart of the event. Over a two-hour session, employees can talk with experts from the business as well as attend interactive workshops.



Unilever

Silver

Unilever's global internal communications virtual event, 'Compass Live 2022', was launched to inspire and connect its 50,000 employees and actively engage them with the company's strategy and culture. The 2022 event involved a TV chat show with CEO Alan Jope which had the glitz, glamour and entertainment of any other Saturday night TV show.



BEST EVENT



Arçelik Global **Bronze**

Arçelik Global launched its board of 'GameChangers' to redefine its culture after over ten years of global growth and expansion. The company rebranded its purpose as being to "inspire sustainable lives in every home" and utilised its 'GameChangers' to help unite employees under this goal. To promote this, Arçelik launched a unique 24-hour global event.

ASML and La Plume Media **Bronze**

With ASML's 40,000 employees being spread worldwide, the company wanted to find a way to catch-up with all colleagues at the same time. La Plume Media launched a hybrid event consisting of a visual experience, an interactive platform and a dynamic flow in content to create a sense of pride, purpose and connection among ASML's workforce.

Gall & Gall and La Plume Media **Highly commended**

Gall & Gall's four-day event, 'Goed Genieten Sessies' was launched to inform and bring together its shop employees.

Mubadala and Emperor **Highly commended**

The 2022 Employee Forum intended to unite Mubadala's people around their vision for the future.

BEST INTERNAL PUBLICATION: PRINT

The Glenmorangie Company Silver

Internal publication 'Spirited' creates a sense of community among the division's increasing spirits brands, including long-established businesses, start-ups and new acquisitions. Each edition of 'Spirited' raises the profiles of brands represented by the company and motivates employees to prioritise the spirits portfolio through premium content and compelling storytelling.



Aggregate Industries Bronze

Aggregate Industries launched its digital publication 'Agenda' to improve engagement across its workforce. The publication also promotes the company's commitment to equity, diversity and inclusion, even reaching employees working remotely. 'Agenda' features statements from the company's CEO and HR director, as well as interviews with employees which emphasise the diversity of experiences across the business.



BEST INTERNAL PUBLICATION: DIGITAL



National Highways and AB Gold

In 2020 National Highways transformed its internal print 'Highway' magazine into a new, interactive digital publication, which would become a storytelling channel accessible by every employee across the company. This campaign aimed to increase the open rate of emails publicising each issue, create ever stronger content and raise the engagement time of each visit to the publication.

Highway's editorial team worked hard to source gripping, real-life stories and did not shy away from targeting difficult issues, such as homophobia and menopause. The publication's tone is warm, informal and authentic, setting it apart from the typical formality of government departments. Impressive results show that over 75% of the workforce now opens the email publicising each edition of Highway and 30% now interacts with every issue.



Bird & Bird and 106 Communications Bronze

Bird & Bird launched its campaign with 106 Communications to highlight its new brand strategy, as it transitioned away from a "traditional law firm" towards a bright, fresh look and feel. The campaign's unique hybrid treasure hunt used combined an app and QR code technology to engage its internal audience.

The Glenmorangie Company Highly commended

Internal publication 'Spirited' creates a sense of community among the company's increasing list of brands.

BEST INNOVATION

JTI and Ignis

Gold

JTI operates in over 72 markets worldwide and with over 40,000 employees, the tobacco company approached Ignis to launch an initiative to empower its large workforce. The JTI Human Rights e-Learning Portal is a mobile-first web-app with a gamified approach to learning, which employees were encouraged to complete at their own pace. With modules on everything from gender equality to modern slavery, the campaign raised awareness among employees around their human rights and what JTI is doing to protect them.

The platform was translated into 37 languages and made accessible through QR codes on both digital and printed materials, seeing significant engagement from employees worldwide. The platform was available for two months, during which time it boasted nearly 120,900 page views and 10,000 unique visitors. Judges were impressed by the campaign's creativity, commending its "attention-grabbing imagery" and accessibility.



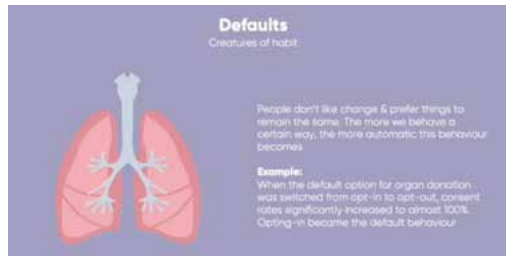
Unilever with MGA, Shiftology, Spark&Ignite and NIIT

Silver

Unilever's 'Integrity Matters' campaign was designed to highlight the company's commitment to diversity and inclusion. It used film to transform its compulsory staff training programme, helping to bringing company values to life through four episodes of gripping, "binge-worthy" drama. Following the initiative, 100% of employees completed the training and Integrity Matters received over 500 emails of positive feedback.



BEST INNOVATION



Southern Water and Cowry Consulting Bronze

Southern Water partnered with Cowry Consulting to deliver a behaviour change campaign which would up-skill employees in customer-facing roles. Behavioural science enabled the training process to draw on disciplines such as psychology, neuroscience and economics.

Unilever Bronze

'Compass Live' is an annual virtual event which provides an opportunity for employees to be updated on Unilever's performance, to hear from the company's leaders and to recognise the winners of the two big Unilever award programmes. In 2022, when Unilever underwent a global transformation, the event helped solidify people's understanding of the change and to feel engaged.

Arçelik Global Highly commended

Through its board of 'GameChangers', Arçelik Global's sought to redefine its culture and improve engagement.

Renewi and Wardour Highly commended

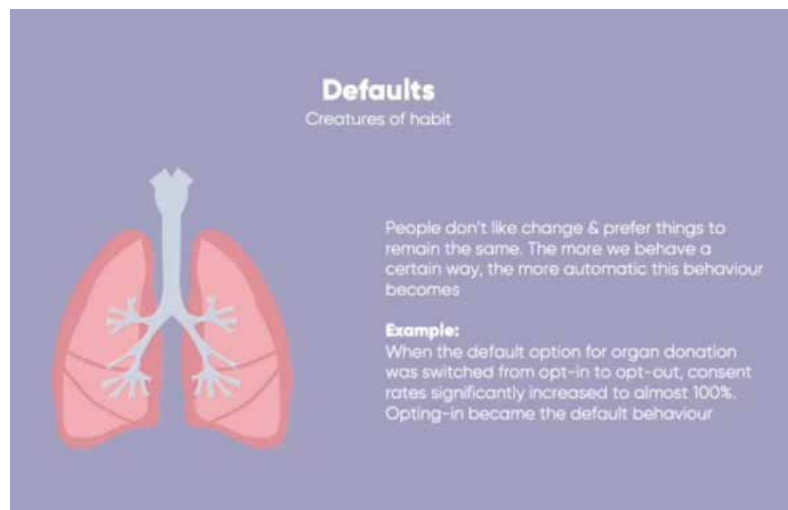
The 'Ride with Renewi' game was launched to creatively engage new employees.

BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR

Southern Water and Cowry Consulting Gold

Southern Water drew on behavioural sciences – such as psychology, sociology and neurology – to inform its campaign to upskill those in customer-facing roles. The objective of the campaign was to promote better interactions and outcomes for customers and employees when dealing with complaints. The campaign consisted of a four-stage process, which involved a comprehensive behavioural audit, guidebooks, training and measurement.

Impressive results showed over 57% reduction in '0 to stage 1' escalations and call handling time was reduced by 48 seconds. Judges were impressed by the application of science to employee engagement and customer satisfaction. One judge commented: "A great entry with strong and innovative delivery of outcomes against clear objectives."



Northumbrian Water Group Bronze

Northumbrian Water Group's colleague roadshows help employees to feel engaged and connected. Each year, company directors host 40 roadshow events, with them returning for the first time post-pandemic in 2022. Over a two-hour session, employees are able to talk with experts from the business in addition to attending interactive workshops.



BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



Bank Gospodarstwa Krajowego Silver

Bank Gospodarstwa Krajowego (BGK), a Polish development bank, launched BGK TV to familiarise its employees with its new strategy. Each 20-minute episode was dedicated to one 'strategy pillar' and featured expert analysis and company news. The initiative was a huge success, with 97% of audit respondents being able to identify the pillars of the new strategy since its launch.



As BACB, we value long-standing relationships with all stakeholders, with the aim of earning their LOYALTY. For 50 years, we have been connecting people and global markets - it is our heritage. We are dedicated to our colleagues, our clients, and the markets we serve.

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British Arab Commercial Bank with FINN Partners and Reach Bronze

As British Arab Commercial Bank (BACB) celebrated its 50th anniversary, it saw an opportunity to transform its internal communications campaigns to improve company culture and employee engagement. Initiatives launched to achieve this goal include a renovation of the bank's employee values, a new women's network and the 'BACB Together' initiative.

BEST INTERNAL COMMUNICATIONS FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR

Renewi and Wardour

Gold

'Ride with Renewi' is a game launched as an innovative way to help onboard new Renewi employees while simultaneously educating them about what the company contributes to society at large. The game imbues players with a sense of Renewi's mission and purpose. Each of the three levels of the game demonstrate a different aspect of what the company does every day, from collecting recycling, sorting recyclable materials and preparing for production.

It was crucial that there were no barriers to entry for the game, so Renewi ensured the game would be accessible easily via mobile devices, similarly to as if using an app. Ride with Renewi went out to over 6,500 employees and its popularity has also led to it being shared with its LinkedIn followers too.



Aggregate Industries

Silver

Aggregate's commitment to expanding while embedding a strong sense of company culture inspired a partnership with Blink, which saw the launch of a digital platform where employees could connect, engage and access everything they need at work. A weekly hybrid newsletter, 'The Blink Link', served to bridge the gap between email communications and the new platform.



BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



Bird & Bird and 106 Communications **Gold**

Law firm Bird & Bird launched its campaign to mark a shift in its visual identity away from that of a “traditional law firm” towards a new bright, fresh look and feel. The hybrid treasure hunt concept saw QR codes hidden across 30 of Bird & Bird’s offices using a web-based app, designed to engage and excite employees in the new brand. Overall, the app had over 9,500 screen views and 6,600 interactions from over 2,000 devices, showing that over two-thirds of employees partook in the campaign.

The campaign reached 3,000 employees in 21 countries. One judge commented: “It’s clear that thought has gone into this campaign, and it is impactful and engaging.” Another commended the entry’s “strategy and implementation.”



Gowling WLG **Bronze**

Gowling launched its ‘Get Your Games On’ campaign to encourage employees to partake in The Birmingham 2022 Commonwealth Games. As the first hybrid activation since lockdown, the campaign was an excellent way to encourage engagement and excitement. The Gowling communications team created a programme of activity, highlighting the power of sport to unite people and improve physical and mental wellbeing.

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BEST INTERNAL COMMUNICATIONS FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



phs Group Silver

Leading hygiene services provider phs Group launched its internal communications function which led to the creation, distribution and results analysis of the first business-wide engagement survey in five years. Based off the results from this survey, phs launched a quarterly webinar in which the leadership team discusses topics in a conversational, relaxed matter. A live Q&A follows each session.

BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR



Social Security Scotland Silver

Social Security Scotland implemented a new communications plan to help embed its culture and values as the executive agency continued to expand. A refreshed intranet meant consistent and efficient communications, keeping colleagues updated with regular news articles and 'all colleague' calls created a dialogue between the executive team and colleagues.

BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR

Pepco and MJCC

Gold

Wanting to implement a new set of values across the organisation, Pepco decided to make its people the face and drive of its communications campaign. A team of influencers were selected from within the workforce, set to achieve peer-to-peer involvement. The 'Pepcoolture Influencers', of which there were 45 from across Europe, became the faces and drive of Pepco's internal messaging.

The ambassadors were involved with conducting 225 workshops with managers, conducting video-interviews and organising value-related contests. As a result of five months of this campaign, Pepco received almost 1,000 individual and group entries to internal competitions and went viral on LinkedIn. Judges were impressed by the entry's "strong, impactful and creative approach", with one judge commenting: "This is a good example of an extensively planned campaign with clear strategy, objectives and evidence."



Gall & Gall and La Plume Media

Silver

The 'Gall & Gall Newscast' was a smooth, six-weekly newscast of 10-to-15 minutes for Gall & Gall shops, allowing for operational information to be communicated from headquarters to shops in a fun and accessible way. Impressive results show that the first episode received over 800 viewers, which increased with every episode in the series.



BEST INTERNAL COMMUNICATIONS FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Product Madness Gold

Following an innovative rebrand in October 2022, mobile gaming company Product Madness transformed its internal communications channels to better connect with its employees. To achieve this, its internal emails were stripped of jargon and ‘white pages’ and replaced with a fun, relaxed tone of voice with colourful imagery. Weekly virtual town hall meetings were also introduced to provide an opportunity to check-in with employees.

The town hall cultivated an engaging, unifying meeting experience for the entire company. As a result of this campaign, Product Madness’ readership rate across content increased by 19%, social media reposts increased by 27.7% and global participation increased by 36%. Although Product Madness is a global company of over 800 employees, these incredible results can be attributed to a marcomms team of just three people.



ScreenCloud Silver

With the future of work looking increasingly hybrid and digital-focused, ScreenCloud wanted to enhance its digital capabilities to engage with employees more efficiently while remaining cost effective. To achieve this, ScreenCloud launched its own, purpose-built operating system, maximised its ROI from existing technology stacks and focused on sourcing insights from data intelligence.

INTERNAL COMMUNICATIONS TEAM OF THE YEAR

Camelot Gold

As operator of The National Lottery, Camelot raises billions of pounds every year for 'good causes' across the country through selling National Lottery games. With over 1,000 employees, the company is equally committed to engaging and supporting its people. Having faced several challenges last year - such as its unsuccessful bid for the Fourth Licence of The National Lottery, various legal challenges and the announcement of an acquisition - Camelot nevertheless put employees first with creative and original initiatives.

Camelot's #PlaceToBeYou campaign received 200 participants, with 115 people getting involved in its PRIDE Month initiative. Overall, employee engagement was at an incredible 85% by the end of the year and 91% of employees claimed to feel proud to work at Camelot.



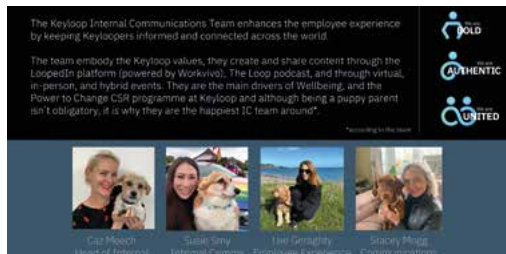
Convatec Runner up

In the space of just 12-15 months, the impact of Convatec's global communications, engagement and ESG team has been transformative. Its small team has introduced a long list of initiatives which have equipped leaders and employees with a better understanding of the company's values and vision, rolled out a complete rebrand and revitalised company website content.



Keyloop Runner up

On a journey to forge a culture that felt less formal and more autonomous, Keyloop moved to new intranet platform Workvivo. The platform was engaging, accessible and enabled Keyloop to schedule posts at optimal times. After one year of being in use, the new intranet helped to embed company values through posts with high engagement and views.



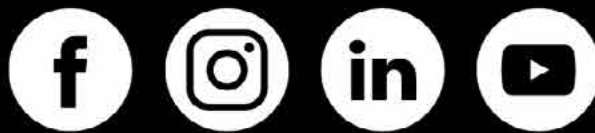


CAMELOT

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we offer everyone a #PlaceToBeYou.**

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INTERNAL COMMUNICATOR OF THE YEAR

Nicki Dyson, Smart

Gold

Nicki, head of internal communications and engagement at Smart, has worked in male-dominated industries for most of her career. Throughout, she has helped organisations create inclusive, equitable and fun cultures, where she has been an advocate for the importance of communications and engagement in the workplace.

Nicki was the brain behind Smart's 'You said. We did.' campaign and coordinated a celebration event which was attended by Sara Davies MBE, who spoke to Smart employees on leadership and management. As part of the same campaign, Nicki also launched the first Smart Awards, and received over 120 nominations across the awards. Judges were impressed by Nicki's "laser-like focus."

"Not only did Nicki help to create inclusive environments, but she prioritised listening to come up with a strategy and did extensive research to ensure efficiency," observed one judge.



Joanna Parsons, formerly Teamwork

Highly commended

Internal communications leader Joanna has earned a reputation as a hands-on problem-solver and trusted advisor. During her time at Teamwork, she had substantial achievements including saving €250,000 a year in lost productivity, helping Teamwork get certified as a 'Great Place to Work' and delivering the 'Grand Council', an in-person employee event.



Kate Ruberry-Shoemack,

Rygor Commercial

Highly commended

Kate's holistic people-first approach helps bring together Rygor employees. After Rygor's pulse survey, Kate relaunched the company's values to create 'Rewarding, Reliable and Respectful' as the new driving force at the company. Kate also helped Rygor be named as one of the UK's 'Best Workplaces for Wellbeing'.



*Congratulations to everyone who has
been shortlisted tonight.*



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BUSINESS LEADER OF THE YEAR



Richard Warnford, Northumbrian Water Group **Winner**

Richard has been working at Northumbrian Water Group (NWG) since 1991 and is currently wastewater director at the company. Over 32 years at NWG, Richard's commitment to the business has been unwavering. Having joined NWG straight from school, Richard has become a fantastic leader who empowers and inspires his colleagues.

One example of Richard's dedication to NWG was the 'big freeze' in December 2022, during which NWG teams grappled with weather conditions which caused water to freeze and left thousands of customers without water access. Richard was at the forefront of leading the incident team to resolve the incident ahead of Christmas, taking a proactive approach with stakeholders and customers.

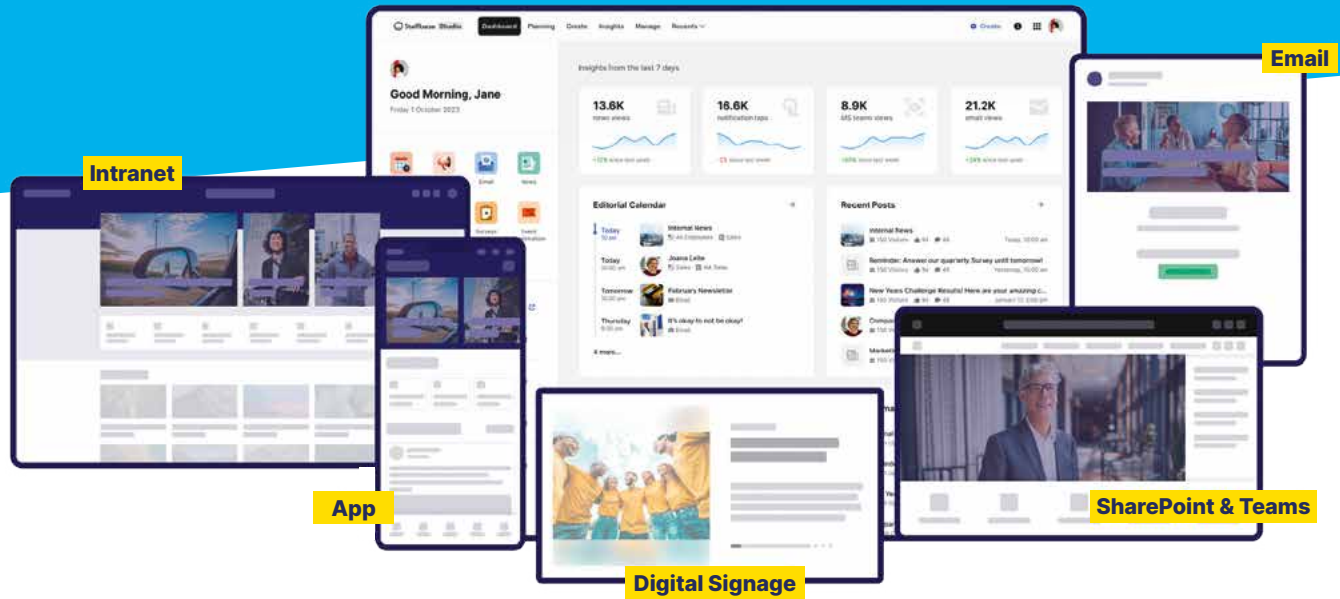
Another instance where Richard demonstrated a profound care and commitment to his colleagues was during an emotive time when changes to NWG's Defined Benefit Scheme were due to be implemented. Richard led the change professionally and with empathy, hosting live Q&A sessions and leader briefings and getting involved with all aspects of the communications strategy. Richard also sponsored and championed one of NWG's most successful campaigns 'Bin the Wipe', an initiative to drive down blockages and reduce sewer flooding, from the first concept and initial pilot to its expansion over the last twelve months.

A 'people person', Richard is described as bring 'calm to the chaos' at NWG who imbues his role with authenticity and selflessness. One colleague of Richard stated: "Richard is like NWG's queen; whenever you see him, you feel reassured!"



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GRAND PRIX



British Transport Police and H&H

Winner

British Transport Police (BTP) launched its campaign 'A Force on the move' during a period where morale was declining and scepticism was rife within the organisation. In order to transform this low mood, BTP needed to create something aspirational and authentic, which would inspire people to get behind BTP's new direction. Further challenges faced by the force include unreliable tech, geographically dispersed teams, information overload and low leadership confidence.

'A Force on the move' was shaped by feedback in BTP's 2021 survey, candid social media discussions and face-to-face 'have your say' sessions with chief constable Lucy D'Orsi. Insights from this research was transformed into an animation in just eight weeks, with engaging materials and interactive activities that conveyed BTP's story to employees. The animation featured simple, powerful language and 'The Big Picture Map' which helped teams navigate the organisation's future direction. Interactive activities introduced a gamification aspect which encouraged users to explore BTP's strategic pillars and empowered users to consider how they themselves would contribute. Using a sleek and visually striking animation meant employees at BTP could see, hear and feel the organisation's story.

Although culture doesn't change overnight, the success of 'A Force on the move' was measured using surveys, attendance and participation figures, as well as written responses from leaders. The 'A Force on the move' animation received over 1,000 views, ten times the typical views BTP videos would receive.



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